

Message Text

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PAGE 01 BUCAR 04516 101951Z

44

ACTION EUR-25

INFO OCT-01 ISO-00 PA-04 PRS-01 RSC-01 DRC-01 CU-04 /037 W

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R 081051Z DEC 73

FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 7206

UNCLAS BUCHAREST 4516

C O R R E C T E D C O P Y (FOR MRN VICE 4515)

USIA FOR IEE, IOP

E.O. 11652: N/A

TAGS: SCUL RO

SUBJECT: ROMANIAN MEDIA COVERAGE FOR DECEMBER 7 OF CEAUSESCU VISIT

REF: BUCHAREST 4501

1. EVENING TV NEWSCASTS DECEMBER 7 CARRIED GOOD QUALITY SATELLITE FILM REPORTING VISITS TO WILMINGTON, CLEVELAND AND HARTFORD. DURATION APP. TEN MINUTES. NARRATION TERMED CLEVELAND RECEPTION "WARMEST OF THE TRIP" AND REPEATED "WARM/FRIENDLY" THEME THROUGH-OUT. FOOTAGE MOST IMPRESSIVE IN COMMUNICATING APPARENT ENTHUSIASM AMONG CAUSESCU HOSTS FOR HIS VISIT. MOOD AND ANIMATION OF OFFICIAL PARTY IN RESPONSE TO WARM RECEPTION IN STRIKING CONTRAST TO MORE SERIOUS TONE SEEN DURING PREVIOUS OFFICIAL ACTIVITIES.

2. NEWSPAPER COVERAGE DECEMBER 57 EASILY MOST FAVORABLE ACCORDED TO TRIP THIS WEEK IF NOT QUITE AS EXTENSIVE AS DECEMBER 6. LATTER ATTRIBUTABLE TO FEWER SPEECHES, TOASTS, ETC. WHICH COULD BE PRINTED VERBATIM RATHER THAN TO ANY DIMINISHED INTEREST *N COVERAGE OF VISIT. SCINTEIA GIVES FRONT-PAGE TOP BILLING TO BANNER HEADLINE: "WE ARE PARTICULARLY SATISFIED BY THE RESULTS OF THE VISIT TO THE U.S.!-- NICOLAE CEAUSESCU". BENEATH IS 6 X 7 1/2 PHOTO OF TWO PRESIDENTS AND WIVES SMILING WITH ANOTHER "WARM" CEAUSESCU QUOTE CAPTIONED IN BOLDFACE AT SIDE. TOTAL FRONT PAGE 90 COLUMN INCHES WITH 288 ADDITIONAL COLUMN INCHES ON PAGES TWO AND THREE. INSIDE PHOTOS
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INCLUDE CEAUSESCU WITH KISSINGER, KENNEDY, AND SCHULTZ. WORTH

NOTING IS PUBLICATION ON PAGE TWO OF TEXT NATIONAL PRESS CLUB Q & A INCLUDING TWO QUESTIONS (JEWISH ZIGRATION AND PRESS FREEDOM) DEALING WITH ROMANIAN INTERNAL ISSUES. PAGE THREE FEATURES ARTICLE ENTITLED "LARGE AND SIGNIFICANT PRESENCE IN PRESS, RADIO, AND TV" WHICH DETAILS U.S. COVERAGE OF EVENT.

3. OTHER PRESS COVERAGE SIMILAR IN TONE AND STYLE. FIGURES ARE AS FOLLOWS: ROMANIA LIBERA, 76 COLUMN INCHES FRONT PAGE AND ENTIRE SECONDNRND THIRD PAGES (168 COLUMN INCHES EACH); SCINTEIA TENERET-ULUI, 276 COLUMN INCHES SPREAD OVER FIRST THREE PAGES; INFORMATIA BUCHURESTULUI, 138 COLUMN INCHES.

4. RADIO COVERAGE FOLLOWED PATTERNS PREVIOUSLY REPORTED. 2200 HOURS BROADCAST OF "RADIO JOURNAL", HOWEVER, FEATURED UNUSUALLY LONG (TEN MINUTES OF TOTAL 15 MINUTES) COMMENTARY ON THE TRIP EMPHASIZING ECONOMIC, TECHNICAL, AND COMMERCIAL ASPECTS AND INCLUDING LIBERAL USE OF PHRASES "VERY SUCCESSFUL/HIGHLY SUCCESSFUL." ANALYSIS INCLUDE D LONG EXCERPTS FROM SPEECH IN SENATE BY HUBERT HUMPHREY URGING MFN FOR ROMANIA AND PRAISING ROMANIA'S INTERNATIONAL POLICIES.

5. INTERESTING TO NOTE THAT 1930 TV NEWSCAST ALSO INCLUDED (DURING REPORT ON INTERNATIONAL NEWS) FILM FOOTAGE (ONE MINUTE) ON KISSINGER PRESS CONFERENCE AND 30 SECOND CLIP OF FORD SWEARING-IN CEREMONY, BOTH EVENTS OF DECEMBER 6.

7. TOTAL MEDIA COVERAGE OF DECEMBER 7 EXTREMELY EFFECTIVE IN COMMUNICATING WARMTH AND HUMAN QUALITY OF DAY'S EVENTS AND IN PROJECTING IMAGE OF FRUITFUL VISIT AND SUCCESS FOR ROMANIAN PRESIDENT'S PERSONAL DIPLOMACY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, CHIEF OF STATE VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 08 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BUCHAR04516
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731236/aaaabahy.tel
Line Count: 94
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: BUCHAREST 4501
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 22 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22-Oct-2001 by williad>; APPROVED <30-Jan-2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ROMANIAN MEDIA COVERAGE FOR DECEMBER 7 OF CEAUSESCU VISIT
TAGS: SCUL, RO, (CEAUSESCU)
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005